ORDER

Orders	Order / Rev:	107632	_	
	Alt Order #:	06862161	_	
	Product Desc:	NRSC/HELLER		HD
	Estimate:			KSNV
	Flight Dates:	10/10/12 - 10/16/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/09/12 / 10/09/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		– Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	NRSC/ Heller for Senate	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/16/12	50	\$37,050.00	\$31,492.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$37,050.00	\$31,492.50	0.00
Totals	50	\$37,050,00	\$31,492,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$37,050.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp v	w/Wa G M	6-7a	TF	:30	2	\$450.002	0.00 NM	2	\$900.00
				M-F 6-7a WakeUp	w/Wagners								
	NEWS												
	Star	t Date I	End Date	Weekdays S	Spots/Week	Rate	Rating						
V	/eek: 10/0	08/12	10/14/12	TF	2	\$450.00	0.00						

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Order / Rev: 107632 Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161 Product Desc: NRSC/HELLER KSNV

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code	Prook	Stort/End T	ima D	21/0	Len Sp	oto	Poto Pri	Dta Type	Spoto	Amount
			Inventory Code		Start/End T		ays TF	:30			Rtg Type		Amount
E 1 KSNV NEWS	10/11/1	2 10/12/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a		1F	:30	2	\$450.002	0.00 NM	2	\$900.00
	rt Date	End Date 10/14/12	Weekdays	Spots/Week 2	Rate \$450.00	Rating 0.00							
		2 10/16/12	M-F 6-7a WakeU		6-7a			:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS	10/13/1	2 10/10/12	M-F 6-7a WakeL		074	WII		.50	_	ψ+30.00 Σ	0.00 14101		ψ300.00
	rt Date 15/12	End Date 10/21/12	Weekdays MT	Spots/Week 2	Rate \$450.00	Rating 0.00							
E 3 KSNV	10/15/1	2 10/16/12	Today Show Today Show	СМ	658a-9am			:30	2	\$600.002	0.00 NM	2	\$1,200.00
TODAY			,										
	rt Date	End Date	Weekdays WE	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	MT	2	\$600.00	0.00	TF	.20		# 000 00 0	0.00 NIM	_	£4.000.00
E 4 KSNV TODAY	10/11/1	2 10/12/12	Today Show Today Show	СМ	658a-9am		1F	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/0		10/14/12	TF	2	\$600.00	0.00							
E 5 KSNV	10/12/1	2 10/12/12	Noon News Noon News	СМ	12-1230pm		- F	:30	1	\$275.002	0.00 NM	1	\$275.00
NEWS													
Star Week: 10/0	nt Date 08/12	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00							
E 6 KSNV	10/15/1	2 10/15/12	Noon News Noon News	СМ	12-1230pm	M		:30	1	\$275.002	0.00 NM	1	\$275.00
NEWS													
Star Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays M	Spots/Week 1	Rate \$275.00	Rating 0.00							
E 7 KSNV AGEND		2 10/16/12	The Agenda 1230 The Agenda 123		1230-1p	- T-		:30	1	\$225.002	0.00 NM	1	\$225.00
	rt Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week	Rate \$225.00	Rating 0.00							
		2 10/11/12	The Agenda 1230 The Agenda 123	Opm CM	1230-1p		T	:30	1	\$225.002	0.00 NM	1	\$225.00
AGEND	Α		The Agenda 120	Орт									
Star Week: 10/0	nt Date 08/12	End Date 10/14/12	Weekdays T	Spots/Week 1	Rate \$225.00	Rating 0.00							
E 9 KSNV	10/11/1	2 10/11/12	The Doctors The Doctors	СМ	2pm-3pm		T	:30	1	\$225.002	0.00 NM	1	\$225.00
DRS													
Week: 10/0		End Date 10/14/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00							
E10 KSNV	10/15/1	2 10/16/12	The Doctors The Doctors	СМ	2pm-3pm	МТ-		:30	2	\$225.002	0.00 NM	2	\$450.00
DRS													
Star Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00							
E11 KSNV	10/15/1	2 10/15/12	Dr. Phil Dr Phil	СМ	3-4p	М		:30	1	\$300.002	0.00 NM	1	\$300.00
PHIL Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/	15/12	10/21/12	M	1	\$300.00	0.00							
E12 KSNV	10/11/1	2 10/11/12	Dr. Phil Dr Phil	СМ	3-4p		T	:30	1	\$300.002	0.00 NM	1	\$300.00
PHIL					_								
Week: 10/0		End Date 10/14/12	Weekdays T	Spots/Week 1	Rate \$300.00	Rating 0.00							
E13 KSNV	10/12/1	2 10/12/12		CM	4-5pm		- F	:30	2	\$450.002	0.00 NM	2	\$900.00

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Order / Rev: 107632 Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161 Product Desc: NRSC/HELLER KSNV

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			NEWS 3 at 4 (1 4 4 1 4 1 4 1 1 1 1 1 1 1 1 1 1 1										
NEWS				ou.,									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	_						
Week: 10/ E14 KSNV		10/14/12	F NEWS 3 at 4 (1	2 HOLIP\CM	\$450.00 4-5pm	0.0	<u> </u>	:30	2	\$450.002	0.00 NM	2	\$900.00
L 14 NONV	10/13/1	2 10/13/12	4PM NEWS (1 h		4-3pm	171		.50	۷	ψ430.00 2	0.00 14141		ψ900.00
NEWS													
Sta Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$450.00	Rating 0.0	_						
			NEWS 3 at 4 (1		4-5pm		<u> </u>	:30	1	\$450.002	0.00 NM	1	\$450.00
			4PM NEWS (1 h		(4:30 PM-5:0	00 PM)							
NEWS	rt Date	End Date	Weekdays	Spots/Mook	Poto	Patin	,						
Week: 10/		10/21/12	M	Spots/Week 1	Rate \$450.00	Rating 0.0	_						
E16 KSNV	10/12/1	2 10/12/12	M-F Early News	СМ	5-630p	-	F	:30	1	\$900.002	0.00 NM	1	\$900.00
NEWS			M-F Early News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	נ						
Week: 10/		10/14/12	F	1	\$900.00	0.0	_						
E17 KSNV	10/15/1	2 10/16/12	M-F Early News	CM	5-630p	M	Т	:30	2	\$900.002	0.00 NM	2	\$1,800.00
NEWS			M-F Early News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 10/		10/21/12	МГ	2	\$900.00	0.0							
E18 KSNV	10/16/1	2 10/16/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-	T	:30	1	\$750.002	0.00 NM	1	\$750.00
JEP			W-F Jeopardy										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 10/		10/21/12	-T	1	\$750.00	0.0	0 T	.20		Ф 7 ГО ОО О	0.00 NM		Ф 7 ГО ОО
E 19 KONV	10/11/1	2 10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-	1	:30	1	\$750.002	0.00 NM	1	\$750.00
JEP			,										
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week 1	Rate	Rating	_						
Week: 10/ E 20 KSNV		10/14/12 2 10/10/12		CM	\$750.00 7-730pm	0.0	- W	:30	1	\$750.002	0.00 NM	1	\$750.00
		2 10/10/12	M-F Wheel of Fo		7 700pm			.00		Ψ100.002	0.00 14111	·	ψ. σσ.σσ
WHEEL	_	Fad Data	\\\\a_al_da_c	Consta ///a ala	Data	Datia	_						
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.0	_						
E 21 KSNV			M-F Wheel	СМ	7-730pm		T	:30	1	\$750.002	0.00 NM	1	\$750.00
\A/I.IEEI			M-F Wheel of Fo	rtune									
WHEEL Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	,						
Week: 10/		10/21/12	- T	1	\$750.00	0.0	_						
E 22 KSNV	10/15/1	2 10/15/12	FacetoFace/Rals		730-758pm	M	[:30	1	\$450.002	0.00 NM	1	\$450.00
FACE			FacetoFace/Rals	ton Report									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 10/		10/21/12	M	1	\$450.00	0.0							
E 23 KSNV	10/10/1	2 10/10/12	FacetoFace/Rais		730-758pm	-	- W	:30	1	\$450.002	0.00 NM	1	\$450.00
FACE			FacetoFace/Rals	коп кероп									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/14/12	W	1	\$450.00	0.0				Ф 77 5 00 0	0.00.1114		Ф 77 Г 00
E∠4 KSNV	10/11/1	∠ 10/11/12	M-F News 3 at El M-F News 3 at E		11pm-1135p	om -	T	:30	1	\$775.002	0.00 NM	1	\$775.00
NEWS													
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating	_						
Week: 10/ E 25 KSNV		10/14/12 2 10/15/12	1	CM	\$775.00 11pm-1135p	0.0 m M	<u> </u>	:30	1	\$775.002	0.00 NM	1	\$775.00
L ZU KUNV	10/13/1	2 10/13/12		Civi	. 1piii- 1 100p	,,,, IV		.50	'	ψ110.00 2	O.OO INIVI	'	ψ115.00

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Order / Rev: 107632 Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161 Product Desc: NRSC/HELLER KSNV

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F News 3 at Eleven M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 10/15/12 10/21/12 \$775.00 0.00 E 26 KSNV 10/16/12 10/16/12 Tues PR 8-9p СМ 8-9pm - T- - - -:30 \$2,400,002 0.00 NM \$2,400.00 Tuesday Prime 8-9pm VOICE Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/15/12 10/21/12 \$2,400.00 0.00 E 27 KSNV 10/15/12 10/15/12 Mon PR 8-10p СМ M- - - - -:30 1 \$2,400.002 0.00 NM 8-10pm \$2,400.00 Monday Prime 8-10pm VOICE Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 M- - - - -Week: 10/15/12 \$2,400.00 0.00 E 28 KSNV 10/13/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ---SS :30 \$750.002 0.00 NM \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate 10/14/12 Week: 10/08/12 \$750.00 0.00 10/13/12 10/13/12 E 29 KSNV News 3 Sunrise - SATURIM 6a-7a ---S-:30 \$225.002 0.00 NM 1 \$225.00 **News 3 Sunrise SATURDAY NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 ---S-Week: 10/08/12 \$225.00 0.00 E30 KSNV 10/13/12 10/13/12 Saturday Today ---S-\$325.002 CM 7a-9am :30 0.00 NM \$325.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 - - - - S-Week: 10/08/12 \$325.00 0.00 E31 KSNV 10/13/12 10/13/12 ---S-News 3 Today - SATURIOM :30 \$300.002 9am-930am 0.00 NM \$300.00 News 3 Today - SAT **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ---S-0.00 \$300.00 E32 KSNV 10/13/12 10/13/12 Sa-Su Early News CM 5pm-630pm ---S-:30 \$450.002 0.00 NM \$450.00 Sa-Su Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 - - - - S-\$450.00 0.00 Weekend Jeopardy/Whe6M E33 KSNV 10/13/12 10/13/12 \$375.002 0.00 NM \$375.00 630-730pm ---S-:30 1 WKND Jeop/Wheel WH/JEP Start Date Spots/Week Rating **End Date** Weekdays Rate 10/14/12 ---S-Week: 10/08/12 \$375.00 0.00 E34 KSNV 10/13/12 10/13/12 Saturday Night Live CM 1130pm-1:02am :30 \$750.002 0.00 NM \$750.00 Saturday Night Live SNL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---S-\$750.00 0.00 E35 KSNV 10/14/12 10/14/12 ----S \$225.002 News 3 Sunrise - SUND&M 6a-7a :30 0.00 NM \$225.00 News 3 Sunrise SUNDAY **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/08/12 10/14/12 \$225.00 0.00 E36 KSNV 10/14/12 10/14/12 Sunday Today CM 7a-8am ----S :30 \$500.002 0.00 NM \$500.00 Sunday Today **SUN TODAY** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$500.00 0.00 E37 KSNV 10/14/12 10/14/12 CM 8a-9am \$1,900.002 0.00 NM ----S :30 \$1,900.00

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KSNV

Totals

50

\$37,050.00

Order / Rev: 107632

Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161

NRSC/HELLER Product Desc:

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount Meet the Press Meet the Press MTP Start Date Rating **End Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----S 1 \$1,900.00 0.00 E 38 KSNV 10/14/12 10/14/12 News 3 Today Wknd \$250.00 9a-930am \$250.002 0.00 NM CM ----S :30 1 News 3 Today **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 \$250.00 0.00 E39 KSNV 10/14/12 10/14/12 Chris Matthews 9:30AM 6M 9:30a-10a ----S :30 \$375.002 0.00 NM \$375.00 Chris Matthews SUN 9:30am CM Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S 0.00 \$375.00 0.00 NM E 40 KSNV 10/14/12 10/14/12 NFL Football 1P-9PM ----S 1 \$8,000.002 CM :30 \$8,000.00 NFL Football NFL Spots/Week Start Date **End Date** Weekdays Rate Rating 10/14/12 \$8,000.00 0.00 Week: 10/08/12 E 41 KSNV 10/14/12 10/14/12 Sports Night in Las VegaSM Sun 1135p-1200a ----- S :30 \$200.002 0.00 NM \$200.00 1 Sports Night in Las Vegas SPORT NIGHT Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/08/12 10/14/12 \$200.00 0.00